

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2018  
(Third Semester)**

Common to Branches – **BUSINESS ADMINISTRATION /  
BUSINESS ADMINISTRATION (INFORMATION SYSTEM) /  
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

**MARKETING MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define Marketing.
- 2 What is Re-Marketing?
- 3 Write short notes on Post purchase dissonance.
- 4 Why studying Consumer Behavior?
- 5 Enumerate the concept 'Market Positioning'.
- 6 Define Branding.
- 7 Mention any two benefits of Web marketing.
- 8 Who are Wholesalers?
- 9 What do you mean by Physical distribution?
- 10 Expand AIDA.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a State the scope of Marketing.  
OR
- b Distinguish the term marketing from selling.
- 12 a Explain the various elements of marketing mix.  
OR
- b Write the advantages of market segmentation.
- 13 a Illustrate the various components of Product mix.  
OR
- b Describe the important branding strategies.
- 14 a Give details to the benefits of retailer.  
OR
- b Enunciate various levels of channel.
- 15 a Differentiate the concept of advertisement from Publicity.  
OR
- b Write details on the elements of Physical distribution.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the various environmental factors influencing marketing decision.
- 17 Brief out the different stages in Consumer decision making process.
- 18 Elaborate the important stages in new product development process.
- 19 Bring out a variety of pricing strategy available for marketing.